

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Currently amended) A shelf display apparatus for storing packages on a shelf having a shelf surface lying along a substantially horizontal plane, and having a plurality of engageable features at a plurality of locations along said surface, said apparatus comprising:

~~a shelf having at least one shelf surface member lying along a substantially horizontal plane;~~

a first vertical support member having a first lower end, wherein said first lower end is engageable with a first of said engageable features at a first engagement location ~~said shelf surface member at a first engagement location~~, such that movement of said first lower end within said horizontal plane relative to said shelf surface member in at least one direction is blocked as a result of engagement between said first lower end and said first of said engageable features;

a second vertical support member having a second lower end, wherein said second lower end is engageable with a second of said engageable features at a second engagement location ~~said shelf surface member at a second engagement location~~, such that movement of said second lower end within said horizontal plane relative to said shelf surface member in at least one direction is blocked as a result of engagement between said second lower end and said second of said engageable features,

said first and second engagement locations being spaced apart from each other ~~along a first line in said horizontal plane, and movement of said first and second lower ends relative to said shelf surface member in a direction perpendicular to said first line is blocked~~; and

a ~~top~~ lateral support member having a length that is spaced above said horizontal plane, said length joining and resting downwardly upon and vertically compressing said first and second vertical support members, having first and second top support ends, a

~~length therebetween, and a nonlinear portion along the length, said nonlinear portion having a plurality of horizontally extending portions that at least partially extend in one or more horizontal directions away from a second line connecting said first and second vertical support members top support ends, said first top support end being joined to said first vertical support member and said second top support end being joined to said second vertical support member such that said first vertical support is connected to said second vertical support solely by said top support member,~~

~~wherein said top support member, said first vertical support member and said second vertical support member together provide structural support for storing packages in a substantially vertical orientation on a shelf.~~

2.-3. (Canceled)

4. (Previously presented) The apparatus according to claim 1 wherein said non-linear portion has a shape selected from the group consisting of curves, triangles, rectangles, random patterns and combinations thereof.

5. (Previously presented) The apparatus according to claim 1 further comprising a first fastening mechanism, said first fastening mechanism being joined to said first lower end of said first vertical support member, said first fastening mechanism connectable to said shelf.

6. (Previously presented) The apparatus according to claim 5 wherein said first fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to said shelf, and wherein said fastener can securely join said bottom plate to said shelf.

7. (Previously presented) The apparatus according to claim 5 wherein said first fastening mechanism is a U-shaped bracket that extends through said horizontal plane.

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8. (Previously presented) The apparatus according to claim 5 wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of said shelf surface member.

9. (Previously presented) The apparatus according to claim 5 further comprising a second fastening mechanism, said second fastening mechanism being joined to said second lower end of said second vertical support member, said second fastening mechanism connectable to said shelf.

10. (Previously presented) The apparatus according to claim 9 wherein said second fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to said shelf, and wherein said fastener can securely join said bottom plate to said shelf.

11. (Previously presented) The apparatus according to claim 9 wherein said second fastening mechanism is a U-shaped bracket that extends through said horizontal plane.

12. (Previously presented) The apparatus according to claim 9 wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of said shelf surface member.

13.-16. (Canceled)

17. (Previously presented) The apparatus of claim 8, wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of said shelf and said shelf is configured to provide a display for product information.

18. (Previously presented) The apparatus of claim 12, wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of said shelf and said shelf is configured to provide a display for product information.

19. (New) A store display, comprising:

a shelf having a shelf surface lying along a substantially horizontal plane, and having a plurality of engageable features at a plurality of locations along said surface;

first and second shelf display apparatuses, each apparatus comprising:

a first vertical support member having a first lower end, wherein said first lower end is engaged with a first of said engageable features at a first engagement location, such that movement of said first lower end within said horizontal plane is blocked as a result of said engagement;

a second vertical support member having a second lower end, wherein said second lower end is engaged with a second of said engageable features at a second engagement location, such that movement of said second lower end within said horizontal plane is blocked as a result of engagement between said second lower end and said second of said engageable features,

said first and second engagement locations being spaced apart from each other in said horizontal plane; and

a lateral support member having a length that is spaced above said horizontal plane, said length joining and resting downwardly upon and vertically compressing said first and second vertical support members, and a nonlinear portion along the length, said nonlinear portion having a plurality of horizontally extending portions that at least partially extend in one or more horizontal directions away from a line connecting said first and second vertical support members,

said first and second shelf display apparatuses being disposed along said shelf, with said respective lateral support members in spaced apart, facing relationship;

at least one package containing articles, said package being disposed between said lateral support members, said package being formed of flexible film and being substantially rectangular in shape, having a pair of substantially opposite major surfaces and first and second pairs of substantially opposite lesser surfaces, one of said first pair of

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lesser surfaces resting on said shelf, and each of said second pair of lesser surfaces respectively contacting one of said respective facing lateral support members, said lateral support members providing horizontal, two-dimensional support to said package such that said package is held in a substantially upright position on said shelf with said major surfaces oriented substantially vertically relative to said horizontal plane.